

F.L.M.: Trade-in prices-Oct. 21, '63

Ludlow electric	\$550 - 850
Ludlow, gas	500
Model F, electric	650
Model F, gas	550
Model E, electric	600
Model E, gas	500
Model K, electric	_____
Model K, gas	_____
Ludlow electric	
crucibles	50
(or \$42.50 on purchase of rebuilt crucible)	
Ludlow gas crucibles	50
Model F or E electric crucible	50
Model F or E gas crucible	50
Model K electric crucible	
Elrod mold	12.50
Ludlow mold	none
Model K gas crucible	_____

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STANDARD LUDLOW TRADE-IN ALLOWANCES
(Effective Sept. 16, 1945)

During the past twenty-five yrs., the Ludlow Typograph Company has never traded in any equipment except of its own manufacture, nor taken in on an exchange basis any equipment of others' manufacture. We have, therefore, no worn-out nor broken-down equipment of others' manufacture to throw again on the market through the agency of second-hand machinery dealers or otherwise, thus encouraging the growth of cut-price and often insufficiently financed printing offices. This feature of our policy should especially merit the approval of men with a consequential investment in the printing industry.

In trading in its own equipment, with a view to keeping the plants of Ludlow users at a high level of efficiency, all machines back of a certain serial number are broken up and sold as scrap metal. We neither "overhaul" nor "recondition" any used machines, and we have but one standard of complete factory-rebuilding. Such standards of practice cannot but result in benefit to the printing industry as a whole.

Exchanges on Initial Machine Orders

On initial machine orders exchanges of matrix fonts, Elrod molds, etc., may be made without charge (provided the user pays the transportation charges both ways on the exchange) within thirty days from date of shipment of the initial machine order. Only the standard trade-in allowances are to be offered for any matrix fonts, Elrod molds, etc., after the expiration of the thirty-day period from the date of shipment of the initial machine order.

Trade-in Allowances Applicable only to Purchase of Like New Equipment

Trade-in allowances, with the exception of machine allowances, apply on the purchase only of new equipment to replace similar goods in like quantity, such as machine for machine, font for font, etc.

Trade-in Allowances Subject to Change or Withdrawal

While the allowances listed on the following pages may be referred to as our standard trade-in allowances, prospective purchasers and users should understand that such allowances are all subject to change or withdrawal at any time. No promise must be made when new equipment is purchased that it can be traded in at these allowances at some future date.

STANDARD LUDLOW TRADE-IN ALLOWANCES

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Trade-in Allowances on Used Equipment Acquired from Others

Unless and until authorized to do so by the Home Office, representatives are not to quote trade-in allowances on any goods not purchased directly from us.

Trade-in Allowances on Fire-Damaged Equipment

Representatives are to quote no allowances for fire or water-damaged equipment. The trade-in allowance for such equipment can be made only after the equipment has been inspected at the factory.

Transportation Charges

On trade-in orders, the equipment purchased by the customer is shipped f.o.b. Chicago. The equipment traded-in is to be shipped f.o.b. cars the user's city. In other words, the Ludlow Typograph Company pays only the freight to Chicago but does not pay for packing, boxing, cartage, etc. in the user's city.

Trade-in Rider

To protect the Company from the possibility of a user trading in a machine on which there may be a prior mortgage, lien, tax or other incumbrance, the trade-in rider is to be filled in and attached to every cash or deferred payment contract whenever an equipment is traded in. The amount of the allowance should be written in the settlement clause following the cash payment in the following manner: "and a \$..... allowance (see rider attached)".

Auxiliary Ludlow Equipment

No trade-in allowance

Matrix Cabinets

No trade-in allowance

Matrix Sticks

No trade-in allowance

Ruleform Matrices

No trade-in allowance

Elred Molds

Allowance

Single or twin molds applied to purchase of single molds.....	\$12.50
Twin molds applied to purchase of twin molds.....	25.00

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Matrix Fonts

For matrix fonts purchased originally from the Ludlow Typograph Company by the present owner or acquired second-hand from others by the present owner before September 1, 1945, whether originally bought from us as new or Class R fonts, the standard trade-in allowances on the purchase of new Ludlow matrix fonts will be as follows:

List A — Full cap and lower-case fonts of the following typeface families:

Bodoni	Mayfair Cursive	Coronet
Gothic	Mandate	Radiant
Garamond	Eden	Greenwich
Tempo	Hauser Script	Samson
Karnak	Eusebius	

Other than
Lining Cap
Fonts

For fonts in any series
of the families shown
in List A above.

For fonts in any series
of all families NOT
shown in List A above.

	Roman	Italic	Roman	Italic
6 pt.	17.00	18.00	8.50	9.00
8 pt.	17.50	18.50	8.75	9.25
10 pt.	18.00	19.00	9.00	9.50
12 pt.	18.50	19.50	9.25	9.75
14 pt.	19.00	20.00	9.50	10.00
18 pt.	20.00	21.00	10.00	10.50
18 pt.	21.00	22.00	10.50	11.00
22 pt.	23.50	24.50	11.75	12.25
24 pt.	24.00	25.00	12.00	12.50
30 pt.	26.00	27.00	13.00	13.50
36 pt.	28.00	29.00	14.00	14.50
42 pt.	30.00	31.00	15.00	15.50
48 pt.	33.00	34.00	16.50	17.00
60 pt.	41.00	42.00	20.50	21.00
72 pt.	47.00	48.00	23.50	24.00

Lining Cap

Fonts	Roman	Italic
6 pt. sizes	8.50	7.00
12 pt. sizes	6.75	7.25
18 pt. sizes	7.00	
24 pt. sizes	7.25	

Cap fonts and sort fonts (at one-half of full font allowances shown above) will count as full fonts when traded in on the purchase of full cap and lower-case fonts, but otherwise they may be counted as half fonts.

For matrix fonts acquired second-hand from others by the present owner on or after September 1, 1945 and in his possession less than six months, no allowance nor credit is to be offered.

F.L.M. 8-1-63

Trade-in Elrod electric pots:

\$50 on new pot

\$42.50 on rebuilt pot.